GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2237
ANSWERED ON:29.07.2016
Outsourcing of Content of DD
Nagar Shri Rodmal;Singh Shri Ganesh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is considering to outsource content of the Doordarshan;

(b) if so, the details thereof and the reasons therefor;

(c) whether professionals in the media and entertainment industry need to be properly skilled through skill development centres across the country; and

(d) if so, the details thereof along with such skill development centres proposed to be set up for the purpose under "Make in India" initiative?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)

(a) & (b): Prasar Bharati has informed that Doordarshan has traditionally been using outsourcing mode for content acquisition in addition to its in-house production over its network of channels. The earlier example was the sponsored programme model. Subsequently, Doordarshan has been procuring content through various notified schemes such as Self Finance Commissioning (SFC), Revenue Sharing Mode (RSM) for producers/simulcast, Advertisement Funded Programme (AFP) and Acquisition Category. The Revenue Sharing Scheme (Producers/Simulcast) also allows Doordarshan to collaborate with private channels for sourcing high quality software in the simulcast mode, on favorable terms.

Doordarshan is re-prioritising its current approach with a new slot sale policy for primetime of DD National channel through e-auction process with a view to augment revenue.

(c) & (d): There is a need for skilled manpower in the media and entertainment industry to meet the challenges of the fast changing media scenario in the country. Prasar Bharati has set up National Academy of Broadcasting and Multimedia to provide training in Doordarshan employees to enhance their skill.

In addition to this, Ministry of Skill Development and Entrepreneurship has also informed that the Media & Entertainment Sector Skill Council has been set up to develop professional standards for various job roles for the media & entertainment industry and Skill development training centers have been set up in 65 places in seven States/Union Territories.

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